

Farid Al Aawar

faridalaawar@yahoo.com

CURRICULUM VITAE



Over 25 years of experience in the hospitality Industry in different brands and roles across the GCC and Lebanon.

My strengths are within the different aspects of operations, Rooms Director, Sales, Marketing, Revenue, Public Relations, Events, Banqueting and Reservations in leading five star hotel chains such as Le Meridian, Starwood , Sheraton

Challenge by doing the Right things and managing those who are doing things Right
So this can be done by Vision Discipline & Passion .A proactive, focused and committed professional, with extensive expertise gained within the business hospitality sector, with the ability to identify business opportunities and implement effective promotional marketing activities to raise corporate profile and consolidate year on year expansion.

Date of birth: **September 4th, 1964**

Nationality: Lebanese

Marital Status: Married With one Daughter.

English (Fluent)

Bulgarian (Fluent)

Russian (Minor communication skills)

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Education & Certificates.

January 1987 – April 1993
Economic University in Varna (Bulgaria_)

Master Degree Economics in Tourism

- Fundamentals Accounting & Finance MCE 2008
- ISO9001 Internal Auditor Organization 2002
- Creating a High Performance Culture MCE 2006
- Communication Effectively & Building Relationships MCE 2005
- Behavioral Interviewing (Starwood) 2006
- Starguest response (Starwood) 2005
- Principles of Financial Accounting)Cornell University 2004
- Leading Starwood 2007
- President's Award for the best Manager in the Hotel for year 2007 given by the president of Starwood EAME

Summary of qualifications

- Operational Management.
- Maintaining excellence in Customer Care.
- Allocating resources, both human and material, to maximize performance and efficiency.
- Planning, organizing and Co-coordinating special events and functions.
- Identifying and following up business opportunities,.
- Identifying and selecting suppliers Wholesalers ensuring cost –effectiveness.
- Financial Management.
- Autonomous P&L Control with responsibility for maximizing year on year turnover & profitability.
- All aspect of Yield management and production of annual budgets.
- Payroll management.
- Interviewing, assessing and recruiting suitable applicants across disciplines.

- Manage and develop the Hotel Executive team; hold regular briefings and communication meeting with the HOD.
- Drive hotel budgets and set other short- and long term strategic goals for the property.
- Ensure costs are controlled and revenue opportunities are effectively sourced and delivered.
- Manage ongoing profitability; ensuring revenue and guest satisfaction, Hotel standard & target are met and exceeded.

September 01 2014
General Manager
Osoul Aldiafa Hospitality Company.

Rand By Wandalus Hotel
★★★★

- Delivering leadership and vision in order to align hotel strategy to execute results for owning company by;
- Increase the Rooms occ vs last year by 9.5% and vs budget by 4%.
- Hotel Revenue increase VS last year Room Revenue above by 12.7% & F&B revenue by 42.6% .2.9M .
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The Company has been establishment 2006 by with a starting capital of SR 165 million, with a vision to be a leading holding in the Hospitality industry in KSA & GCC region, where we strive to position ourselves among top leading hospitality companies in GCC region.

Our adjective is to provide unique services to our clients and introduce new high-end hospitality ventures to GCC market aiming to earn a large market share in our industry.

We do believe in people and will strongly invest in them where they can simply make different by implementing our philosophy and strategy to get the perfect product and achieve the targeted profit

We have noticed that we have passion with the hospitality industry due to the experience that we had with most of the luxury hospitality services that it's currently provided.

So the idea came where; what about creating new brand that can smartly compete and show different kind of luxuries services for both levels; Four star and Five star hotels with Four different Brands as a start.

We went through a lot of visibility studies within the GCC region in terms of the companies, countries and economy situation compare to our vision and financial capital; where we reach to the point and believes that we can make it. So we have decided to create and establish a new brand that includes Four Brands serves different type of clientele.

Therefore, have decided to be unique. So we came up with a unique brand name called Wandalus. Which is the original name of Andalus as it shows strong history and easy pronounced that can quickly click with anyone.

StarWood (Sheraton)

December 2003 – September 01/2014

Held complete hotel responsibility in the absence of the General Manager as no Deputy Manager position within the management structure and received the Starwood Presidents Award in 2007. Director of Rooms responsibility for 192 Rooms

- Assigned as a **Director of Rooms** and Hotel in charge During Vacation or Absent of the General Manager Since 2007 at the Sheraton Riyadh Hotel & Towers in Riyadh, Kingdom of Saudi Arabia.
- City hotel with 192 rooms, 16 executive suites, 2 presidential suites, 2 royal suites, 8 small and 4 big villas, tower rooms and a lounge (Executive lounge).
- 1 all day dining restaurant, 1 Italian A la carte restaurant, lobby lounge, 24 hours room service, banquet & conference facilities from 5 up to 300 persons, and a large outside catering with a maximum of 1000 persons.
- Being part of the executive committee, I am reporting to the General Manager directly.
- In charge of the entire Rooms department which includes Front Office, Security, Health club, Housekeeping and Engineering Department
- My main task was maximizing profit and minimizing cost, which I accomplished with success. Also a revenue increase compared to previous years is achieved due to service & quality improvement.
- Responsible for Hotel yearly / monthly forecast and budget revenue for the year 2005/6/7 and 2008/ 9/10/11/12. (Rooms department) which we achieve
- In-charge of permanent development for All Rooms department training Managers and Staff.
- Revenue Delivery - Delivery of \$25M per annum.
- Profit Accountability - Hotels GOP grew 5% over the past two years.
- Leadership - led the successful growth of the hotel associate engagement index by 10% in fewer than 2 years.
- Consistent detail-oriented professional. Extensive background with more than 15 years' experience in Rooms, Rooms administration.
- Strong commitment to provide high quality service.

- Manage the human resources division in order to attract, retain and motivate the employees. Hire, train, develop, empower, coach and counsel, conduct performance and salary reviews, resolve problems, provide open communication vehicles, discipline and terminate, as appropriate.

- Develop, recommend, implement and manage the rooms division's annual budget, business/marketing plan, forecasts and objectives to meet/exceed management expectations.

- Resolve customer complaints as appropriate to maintain a high level of customer satisfaction and quality..
- Delivering leadership and vision in order to align hotel strategy to execute results for owning company, Starwood, guests and associates alike. Property encompasses 192 rooms, 3 outlets, meeting & banquet facilities and outside catering.
- Revenue per annum exceeds USD\$54M with a GOP of 60% and 84% occupancy at an ADR of USD\$300.
- Key Achievements:
Associate engagement improvement of 10% in 2011 compared to 2010 (300 associates);
- Hotel moved to #1 for Riyadh on Trip advisor and also to the #1 Business Hotel spot on Trip advisor in 2011;
- 2009 Market Share indexes all increased to 2008 - Occ% up 8.6%, ADR up 1.6% and REVPAR up 10.3%;
- Quality assurance improved in 2010 to 83% from 50% in 2010;
- Delivered a GOP Flow Thru in 2010 of 60% to 2009;
- In a challenging climate in 2011 increased Outside Catering revenues by 12.9% (USD122k) to 2010;
- 2010 YTD REVPAR increase of 10%.

Le Meriden Beirut Hotel, Beirut.

May 2002 – November 2003

Revenue Manager

- Number of Rooms 207 with 4 F&B outlets + 6 Conference & banqueting Rooms (150-760 Seats)
- Drive revenue performance and market share through comprehensive analysis and proper pricing and mix management in all distribution channels
- Leverage Revenue Management applications/reports (PMS, forecasting tools, Revenue Management Optimization tools, Competitive Reports, Catering tools, Market Share data) to maximize hotel revenues Rooms + Food & Beverage
- Develop and clearly communicate to the hotel team strategic vision to drive revenue and improve hotel performance
- Lead weekly property strategic meetings with the Executive Committee
- Active/contributing member to the Executive Committee, participating in multi-discipline discussions/activities, where applicable
- Interact across functions within the hotel and regional teams

- Develop succession plans/identify potential RM talent
- Build Trust.
- Co-operate with Hotel team, (e.g., EC, Sales, Department Heads) – all teams have different expectations
- Develop cohesive relationships with the Director of Sales and Marketing ,During his absent I was incharge of the Sale Team Who is GM in Al Safir Hotel in Beirut and we still have strong relation , Controller, GM

March 1997 – June 2001

Sheraton Hotel, Beirut (Lancaster.Since Opening)

*Started as Shift Leader promoted to Assistant FOM
Then Front Office Manager.*

1. Anticipate guest's needs through observation and offer prompt, efficient service either personally or through effective communication with other associates.

Coordinate Front Office operations during shift, including Front Desk, Star Service, Executive Club and Concierge to ensure guest service excellence and adherence to "brand name" standards and procedures at all times

2. Deal with problems and complaints received from guests, acting immediately to restore guest satisfaction utilizing the Starwood Service Standards at all times.
3. Ensure that all guests are warmly welcomed and recognized in accordance with hotel standards and the goals of Starwood Preferred Guest.
4. Inspect VIP rooms prior to arrival, and meet and greet VIP/Guest History guests where required upon arrival.
5. Supervise the management of inventory availability and blocking to ensure that each guest is accommodated according to their requirements, investigating any room discrepancies.
6. Review all in-house accounts to ensure correct room rates are charged and authorize rebates/credits to guest's accounts as necessary
7. Ensure that all Front Office associates are motivated and trained in the correct method of Front Office service, assisting with the maintenance of standards and procedures, training, certification and performance appraisals.
8. Recommend new policies and procedures in relation to improvement of guest service standards and the achievement of departmental and hotel strategic goals.

Laurent A. Voivenel |Senior Vice President ,Operations Swiss-Belhotel.

Mobile +00971567244147.

Tarek Ammache – General Manager Masays Hotel & Residents

Erbil Iraq

Telephone +9611802181 / Mobile +9613823034.

E-Mail:tammache@yahoo.com.

“Very good and patient colleague. Farid was the Revenue Manager when i was the Director of Sales. We worked together for approximately two years; the competition and the situation in Lebanon was not easy but we had a good time.
Hope to work again with him and had a new challenge

Stuart G Birkwood .

**Cluster General Manager - Marriott MEA | Hospitality & Theme Park Leader
| Six Sigma Black Belt | Aquathlon Athlete.**

Mobil : 00971569920389.

Email: stuart.birkwood@hotmail.co.uk

“I worked with Farid for 4 years at the Sheraton Riyadh. I always found Farid to be very customer focused and able to solve operational challenges effectively and efficiently. He led his team well and enjoys the hotel business. He managed the hotel operation very well when I was on vacation / business.

Shafiq Alaaddine

General Manager @ mysk almouj hotel -the wave - Muscat

The amount of knowledge and support i received from Farid was a corner stone in making me what i am today, a very well experienced and seasoned manager who believes in people and masters the job , there was no problem without a solution with him , and he stands well for what he believes in. A master in rooms and in many occasions taking the Interim at Sheraton Riyadh for long periods ,particularly in transition periods between GMs .

"if i own a hotel , I would never hesitate to have him as its GM"
shafik[less](#)

August 22, 2014, Shafik reported to Farid at Sheraton Riyadh.